

# **KCCK Strategic Goals FY2007**

## **Category: Institutional Effectiveness**

***Strategic Goal: Increase annual giving, corporate underwriting and planned gifts by 20% of the 5-year goal (\$215,000 for FY 2007).***

### ***Success Indicators:***

- Fund Drives and Underwriting meet income goals.
- Hire Fund Drive Consultant, purchase/implement Pledge Driver fund drive producing software.
- Taste of Jazz Under The Stars increases income by 10% to \$35,000.
- New Special event created (may not be held till FY2008)
- Decision made on adding Underwriting salesperson
- Emphasize acquisition of potential new members at all outreach events. Capture names and addresses of as many attendees as possible.
- Two new Ellington Society members, Four new Blue Note Society Members, 1 new planned gift.